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(54) Title: MOBILE MICRO-BAND INFORMATION DISTRIBUTION

(57) Abstract: Methods and systems for providing information to mass localized mobile users over a limited bandwidth are described. Short text messaging system messages, e.g., SMS, may be used to transmit coded data between mobile terminals and content providers, while a client application resident on each mobile terminal can decode the messages received from a content provider and display information in human-understandable formats on the display screen of the mobile terminal. The client application can also encode messages to send to the content provider to request specified information on demand. Users can also specify criteria that, when met, the content provider automatically sends an encoded SMS message to the user's mobile terminal with the requested information, provided the user has prepaid to receive SMS messages.

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